

Message Text

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ACTION COME-00

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FM AMEMBASSY HELSINKI
TO SECSTATE WASHDC 7117
INFO AMEMBASSY MOSCOW
AMEMBASSY STOCKHOLM

UNCLAS HELSINKI 0188

E.O. 11652: N/A

TAGS: BEXP FI

SUBJ: FY 1975 COUNTRY COMMERCIAL PROGRAM

REF: STATE 006882; STATE 006950

BEGIN SUMMARY: SELECTED COMMERCIAL OBJECTIVES FOR FINLAND
IN FY 75 ARE SET FORTH IN THE FOLLOWING PARAGRAPHS. END
SUMMARY.

1. THE FOLLOWING COUNTRY COMMERCIAL PROGRAM IS FORMULATED
ON THE ASSUMPTIONS THAT DUE TO LIMITATIONS OF FUNDS THE
DEPARTMENT WILL BE UNABLE TO SCHEDULE ANY TRADE PROMO-
TION EVENTS IN FINLAND IN FY 1975 AND THAT THE DEPART-
MENT'S MAJOR EFFORT IN SCANDINAVIA WILL CONTINUE TO BE
VIA PROMOTIONS AT THE TRADE CENTER IN STOCKHOLM.
HEAVILY COMMITTED TO CARRY ON EXISTING PROGRAMS, AND
SUPPORT OF THE TRADE CENTER, THE EMBASSY HAS ATTEMPTED
TO IDENTIFY WITHIN REALISTIC LIMITS AREAS WHERE IM-
PROVEMENT CAN BE MADE.

2. OBJECTIVE ONE: IMPROVEMENTS OF THE POST'S COMMERCIAL
LIBRARY.

ACTION ONE. MAKE A REVIEW OF EXISTING DIRECTORIES
AND REQUEST REPLACEMENT OF OBSOLETE ITEMS.

ACTION TWO. REQUEST DEPARTMENT GUIDANCE ON EX-
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PANSIONOF COVERAGE. PERHAPS A SPECIALIST IS AVAILABLE

WHO COULD VISIT HELSINKI AND OTHER NORDIC POSTS AND RECOMMEND ACQUISITION OF OTHER TITLES.

3. OBJECTIVE TWO: EXPAND LINKS WITH STATE AND PORT AUTHORITY OFFICES IN EUROPE. THERE ARE NOW 22 SUCH OFFICES BASED IN EUROPE.

ACTION ONE. ENCOURAGE REPRESENTATIVES OF THESE OFFICES TO VISIT FINLAND.

ACTION TWO. ENCOURAGE THESE REPRESENTATIVES TO ORGANIZE TRADE PROMOTION ACTIVITIES THAT WILL INCLUDE FINLAND.

4. OBJECTIVE THREE: ENCOURAGE THE FINNISH AMERICAN CHAMBER OF COMMERCE TO EXPAND ITS ACTIVITIES IN FINLAND. CURRENTLY THE CHAMBER DEVOTES THE MAIN THRUST OF ITS ACTIVITIES TO PROMOTING FINNISH TRADE WITH THE USA VIA ITS NEW YORK CHAMBER. A FRANCH EXISTS IN HELSINKI JUST ABOUT IN NAME ONLY.

ACTION ONE. DISCUSS WITH CHAMBER OFFICIALS THE ESTABLISHMENT OF MONTHLY LUNCHEON MEETINGS THAT COULD GATHER TOGETHER AMERICAN BUSINESSMEN AND FINNISH FIRMS INTERESTED IN TRADE WITH THE USA.

ACTION TWO. WORK WITH USIS AND OTHER GOVERNMENT AND PRIVATE AGENCIES TO OBTAIN SPEAKERS FROM THE US. FOR EXAMPLE MR. HELLEN, THE MANAGING DIRECTOR OF THE ASSOCIATION OF THE FINNISH METALS AND ENGINEERING INDUSTRIES WILL TRAVEL TO NEW YORK TO ADDRESS THE FINNISH AMERICAN CHAMBER OF COMMERCE THERE EARLY IN 1974. IT WOULD BE DESIRABLE TO HAVE EQUIVALENT US EXECUTIVES COME TO FINLAND.

5. OBJECTIVE FOUR: EXPAND COOPERATION WITH USIS IN COMMERCIAL MATTERS.

ACTION ONE. INCREASE THE ROLE OF USIS IN PUBLICITY FOR TRADE CENTER SHOWS.

ACTION TWO. ENCOURAGE TRAVEL BY FINNS TO THE USA INCLUDING DISTRIBUTION OF ANY MATERIAL RECEIVED FROM THE US TRAVEL SERVICE.

ACTION THREE. WORK WITH LOCAL TRAVEL AGENCIES AND ASSOCIATIONS TO ENCOURAGE TRAVEL TO THE 1974 SPOKANE UNCLASSIFIED

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FAIR.

ACTION FOUR. UTILIZE IN THE QUARTERLY NEWSLETTER THE SERIES OF ARTICLES TO BE PREPARED BY USIS/IPS ON THE 15 TARGET INDUSTRIES.

6. OBJECTIVE FIVE: CONTINUE TO PROMOTE FINLAND AS A FOCUS OF EAST-WEST TRADE.

ACTION ONE. PUBLICIZE IN FINLAND U.S. SPONSORED

TRADE SHOWS IN THE SOVIET UNION.

ACTION TWO. ENCOURAGE FINNISH BUSINESSMEN TO VISIT
SHBFS IN MOSCOW TO SEEQ
REPRESENTATION OF U.ENM FIRMS
VIS-A-VIS THE SOVIET UNION MARKET.

7. OBJECTIVE SIX: WIDEN THE AWARENESS IN ALL PARTS OF
FINLAND OF THE EMBASSY'S POTENTIAL IN INCREASING FINNISH-
AMERICAN BUSINESS RELATIONS.

ACTION ONE. CONTINUE THE PROGRAM SO EFFECTIVELY
BEGUN BY VISITS OF THE AMBASSADOR AND COMMERCIAL ATTACHE
TO TURKU AND TAMPERE. VISITS WILL BE MADE TO OTHER
COMMERCIAL CENTERS IN FINLAND.

ACTION TWO. REVIEW THE MAILING LIST OF THE COM-
MERCIAL NEWSLETTER TO ENSURE THAT ALL MAJOR COMMERCIAL
ORGANIZATIONS THROUGHOUT FINLAND ARE RECIPIENTS.
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